Project Requirements Document: Google Fiber

BI Analyst: Sebastian Cantergiani

Client/Sponsor: Emma Santiage, Hiring Manager

Purpose: Explore trends in repeat calls to identify why customers are having to call more than once, as well as how to improve the overall customer experience.

Key dependencies: The datasets are fictionalized versions of the actual data this team works with. Because of this, the data is already anonymized and approved.

Team members:

- Ian Ortega, BI Analyst
- Sylvie Essa, BI Analyst

Primary contacts:

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager

Stakeholder requirements: The dashboard should enable Google Fiber decision-makers to comprehend the frequency of customer repeat calls and identify the underlying factors, including problem types, that could affect those calls. This will facilitate the continuous enhancement of customer satisfaction.

Requirements as: R - required, D - desired, or N - nice to have.)

- R - Dashboard needs to be accessible, with large print and text-to-speech alternatives.
- R - Understand how often customers are calling customer support after their first inquiry; this will help leaders understand how effectively the team is able to answer customer questions the first time.
- R - Provide insights into the types of customer issues that seem to generate more repeat calls.
- R - Explore repeat caller trends in the three different market cities.
- R - Design charts so that stakeholders can view trends by week, month, quarter, and year.

Success criteria: To ensure effective business intelligence, insights related to repeat customer calls must have specific characteristics that identify how often such calls occur. Measurable metrics should be used to evaluate calls in terms of frequency, volume, and other factors such as specific problems that customers call about, the most frequently contacted market city, and the number of customers making more than one call. These outcomes should be action-oriented and provide the Google Fiber team with insights into improving customer satisfaction by quantifying the number of repeat callers under different circumstances. All metrics must be relevant to the primary question of how often customers are repeatedly contacting the customer service team. To capture trends over time, data spanning at least one year must be analyzed, with exploration of data over multiple months to capture peaks and valleys in usage.

User journeys: Improving operational optimization and customer satisfaction while decreasing call volume is the team's ultimate objective. The dashboard should reflect an understanding of this goal and offer stakeholders insights into the volume of repeat callers in various markets and the types of issues they encounter.

Assumptions: The case study fictional data has been already anonymized using market_1, market_2, and market_3 to indicate three different city service areas the data represents. Also lists five problem types:

- Type_1 is account management.
- Type_2 is technician troubleshooting.
- Type_3 is scheduling.
- Type_4 is construction.
- Type_5 is internet and wifi.

Additionally, the dataset records repeat calls over seven-day periods. The initial contact date is listed as contacts_n. The other call columns are then contacts_n_number of days since first call. For example, contacts_n_6 indicates six days since first contact.

Accessibility: Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa

Roll-out plan: : The stakeholders have requested a completed BI tool in two weeks.